

## **National Bonsai Foundation Hiring a Manager of Engagement**

The National Bonsai Foundation (NBF) is currently hiring for an Engagement Manager in the Washington DC Metro area. This is a full-time, remote position in a continuously evolving work environment.

Founded in 1982, the National Bonsai Foundation is a 501 (c) (3) nonprofit that works in cooperation with the U.S. National Arboretum to supply financial, programmatic, and curatorial support for the National Bonsai & Penjing Museum. The Foundation offices and Museum are located on the grounds of the Arboretum in Northeast Washington, DC.

This private/public collaboration between the Foundation and the Arboretum enables the Museum to promote the art of bonsai and penjing to visitors through masterpiece displays and educational programs while also fostering intercultural friendship and understanding.

### **About the position**

The National Bonsai Foundation (NBF) is seeking a full-time marketing and communications engagement manager to support the Foundation's marketing, communications, membership and social media efforts. The position's primary objective is to maintain and expand the Foundation's engagement efforts with its members and online audiences. The ultimate goal of NBF engagement is to work with the goal of recruiting visitors and donors to the National Bonsai & Penjing Museum.

The Engagement Manager is responsible for managing the NBF's social media accounts, assisting in event planning, helping update the website, and promoting NBF and the Museum's fundraising and marketing initiatives. This individual will work closely with the Executive Director (and part-time consultants) on the Foundation's social media strategy and will be a contributing member of the team.

The manager is expected to make regular visits to the Museum as determined by the Executive Director. Applicants based outside the D.C. area will not be considered. This is a paid position.

### **Responsibilities include, but are not limited to:**

- Creating and executing content campaigns for the NBF's Facebook and Instagram channels.
- Contributing original content for the NBF website and social media channels by documenting and attending Museum events, interviewing notable figures in the bonsai world, and/or capturing "behind-the-scenes" experiences at the Museum.
- Create and distribute a monthly email newsletter and occasional additional emails messages to promote special events or fundraising campaigns.

- Manage and interact with the foundation's members to ensure member needs are met and primed for giving.
- Produce a biweekly editorial plan for the Executive Director.
- Produce a monthly digital analytics report for the Executive Director.
- Support and maintain CRM data related to Foundation donors.
- Occasional projects as assigned.

**Required Experience:**

- Bachelor's Degree.
- 3-5 years of experience in a non-profit organization in a similar capacity.
- Knowledge of community organizations, foundations, fundraising, and marketing principles, practices, techniques, and trends.
- Extensive experience using social media for professional and/or personal use.
- Experience using social media on behalf of a non-profit organization such as a museum.
- Strong writing and interpersonal communication skills.
- Familiarity with the following programs and services: Squarespace, Facebook, Instagram, WordPress, MailChimp, Eventbrite, YouTube.
- An interest in bonsai, horticulture, Japanese culture, public gardens, and the Washington, D.C. Museum scene.
- Photo or video editing skills.
- Intermediate knowledge and skill with Microsoft Office 365, email, presentations, spreadsheets and CRM systems. Advanced knowledge and skill with these programs is helpful.
- Ability to lift and/or move up to 20 pounds.

**Application requirements:**

- Resume
- Cover letter
- Links to portfolio or relevant work
- Writing Sample
- Contact information for 1-3 reference(s)

Please send your application to Bobbie Alexander, Executive Director of NBF, at [balexander@bonsai-nbf.org](mailto:balexander@bonsai-nbf.org).